

## ABSTRACT OF THE DISCLOSURE

A content editing apparatus that edits digital broadcast content that is composed of a plurality of data carousels for realizing pseudo-interaction is provided. An operation  
5 reception unit receives identification information and a transmission start time and a transmission end time of each module that constitutes a data carousel from an operator. A control unit stores the received information as module information into a module information storage unit. A data  
10 carousel definition unit sorts each transmission start time and transmission end time included in the module information, defines a carousel time period of each data carousel based on the sorted times, and selects modules to be transmitted during each carousel time period.